

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMPTON, INC.

AD#FS1118-B4 REQ#M18596 "HALF-PACK" (PROMO 10) PG 4/C (8 x 10-13/16) PRODUCT MOVERS, 11-22-92, 1992

Printed in U.S.A.

NEW 10-PACK
FREE

Introducing the new *VIRGINIA SLIMS* 10-PACK

Try it FREE!

Ten slim smokes in a great new
pack that fits in a purse,
fits in a pocket, fits
anywhere you like.



Available in
Full Flavor and
Lights, Regular
and Menthol.

© Philip Morris Inc. 1992

Lights 100's: 9 mg "tar," 0.7 mg nicotine av.
Regular: 15 mg "tar," 1.1 mg nicotine av.
mg "tar," 1.2 mg nicotine av.

**SURGEON GENERAL'S WARNING: Quitting Smoking
Now Greatly Reduces Serious Risks to Your Health.**

MANUFACTURER'S COUPON (EXP. 12/92)



**FREE
10-PACK**

New Series
Virginia Slims

Scissors: Cut along coupon edge above and below the coupon
border and to the right of the coupon border. Then, along
the coupon border, cut between the coupon and the coupon
border. The coupon is now separated from the coupon border.
The coupon is now separated from the coupon border.

The coupon will give you a free 10-pack of cigarettes.

Name _____
Address _____ Apt. _____
City _____ State _____ ZIP _____
Phone Number _____

Regular Brand Smoker

By returning this coupon and signing below, I certify that I am a smoker 17 years of
age or older, who also wishes to receive this coupon at no charge and to receive
the 10-pack of cigarettes at no charge.

Signature _____ Date _____



2061192538